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Attorney Docket No.: FFRZ 2 00237**AMENDMENT TRANSMITTAL LETTER (SMALL ENTITY)**

|                      |  |                     |
|----------------------|--|---------------------|
| Ser. No.: 10/767,834 | Filed: January 29, 2004                              | Examiner: G.C. Hoge |
| Art Unit: 3611       | Title: <b>CLIP-ON LABEL HOLDER FOR SHELF CHANNEL</b> |                     |

To the Commissioner for Patents:


Transmitted herewith is a (an) Amendment in the above-identified application. The fee(s) has (have) been calculated as shown below.

| CLAIMS AS AMENDED                   |  |       |                                    |                             |         |                 |
|-------------------------------------|--|-------|------------------------------------|-----------------------------|---------|-----------------|
|                                     | Claims remaining after amendment   |       | Highest Number Previously Paid For | No. of Extra Claims Present | Rate    | Additional Rate |
| Total Claims                        | 37   | Minus | 41                                 | 0                           | X \$25  | \$0.00          |
| Indep. Claims                       | 5  | Minus | 5                                  | 0                           | X \$100 | \$0.00          |
| TOTAL                               |  |       |                                    |                             | =       | \$0.00          |
| <input type="checkbox"/>            | No additional fee is believed due however, if this is not the case, the Commissioner is hereby authorized to charge any and all fees to Deposit Account No. 06-0308.   |       |                                    |                             |         |                 |
| <input checked="" type="checkbox"/> | Payment for the filing of this Amendment and/or any appropriate extension of time fees is/are authorized to be charged to a Credit Card. The appropriate PTO form 2038 is enclosed. If the Credit Card is unable to be charged, please charge any and all fees or credit any overpayment to Deposit Account No. 06-0308. If there are any additional fees required by this communication, please charge same to Deposit Account No. 06-0308. |       |                                    |                             |         |                 |
| <input checked="" type="checkbox"/> | Applicant(s) hereby petition(s) the Commissioner under 37 C.F.R. § 1.136(a) and request a one month extension of time to respond to the outstanding Office Action.   |       |                                    |                             |         |                 |

Respectfully submitted,

FAY SHARPE LLP

August 20, 2007  
Date

  
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216-861-5582

| Certificate of Mailing or Transmission   |  |
|--|--|
| I hereby certify that this correspondence (and any item referred to herein as being attached or enclosed) is (are) being |  |
| <input checked="" type="checkbox"/>  | deposited with the United States Postal Service as First Class Mail, addressed to: Mail Stop None, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date indicated below. |
| <input type="checkbox"/>   | transmitted to the USPTO by facsimile in accordance with 37 CFR 1.18 on the date indicated below.  |
| Express Mail Label No.:  | Signature:   |
| Date: August 20, 2007  | Name: Kathleen A. Nimrichter   |

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Paul A. Mueller et al.  
For : CLIP-ON LABEL HOLDER FOR SHELF CHANNEL  
Serial No. : 10/767,834  
Filing Date : January 29, 2004  
Examiner : G. C. Hoge  
Last Office Action : April 20, 2007  
Art Unit : 3611  
Attorney Docket No. : FFRZ 2 00237

Cleveland, Ohio 44114-2518  
August 20, 2007

**AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

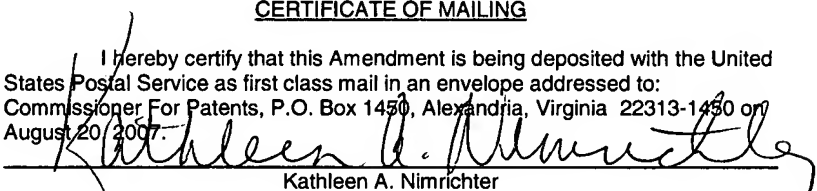
In response to the Office Action dated April 20, 2007, please amend the above-captioned patent application as follows.

Amendments to the claims begin on page 2 of this communication.

Remarks begin on page 13 of this communication.

**CERTIFICATE OF MAILING**

I hereby certify that this Amendment is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Commissioner For Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on  
August 20, 2007.

  
Kathleen A. Nimrichter